

## WOOD COUNTY INDUSTRIAL COMMISSION

April 5, 2018

Angelo's Italian Restaurant  
Holly Lake Ranch, Texas

### Members Present:

Chris Flournoy	Jim Berry	Sam Scroggins	Martha Scroggins
Gerald Elliott	Dan Kirk	Richard Pearce	Robby Fair
Allene Doggett	Joanne Wisdom		

### Members Not Present:

Neal Duncan	Janna Castloo	Shelly Ogle	JR Simpson
Theresa Margos	Ben Hudman	Ken Donahue	Dana Donahue
Neal Duncan	Lowe Ann Elliott	Charles Mazarekes	

**Others Present:** Executive Director Kiki Bettis; Hotel Lodging Representative Vic Savelli.

- 1. Call To Order/Welcom:** The regular monthly meeting was not held due to the lack of board members in attendance in order to reach a quorum. No action was taken on any items however the board heard reports from the chairman, executive director and representing communities. Chairman Gerald Elliott did give his report. He showed off the completed tri-fold the Marketing & Branding Committee has been working on for the past several weeks. Chairman Elliott was pleased with the final product and thanked the committee members for their collaborated efforts. The tri-folds are currently being printed and will be delivered to the WCIC office next week. There were 25,000 tri-folds order at a total cost of \$1500.  
Also, Kiki Bettis presented her Executive Director's report. She was invited to speak at the Wood County Retired Teachers Association on March 19 at the Forever Young Activity Center. She discussed the makeup of the WCIC, our mission, available grant funding, economic development and tourism. She also gave away some of the remaining "promo" items left from the previous fishing tournament. Bettis also attended the Bass Champs Fishing Tournament at Lake Fork Marina March 16-17. This is the richest fishing tournament in the state—with thousands of dollars given away hourly not to mention a truck and boat! Typically WCIC donates "promo" items for the goody bags for the participants however this year WCIC was given a booth at this year's event. It was a great turnout with almost 2,000 participants and hundreds of guests in attendance for the 2-day event. Bettis spoke with most of the lodging owners around the lake and they were very pleased as the majority was booked full! Many out-of-state visitors stopped by the WCIC booth, complementing our items and thanked us for being so welcoming. The majority of the items were dispersed with an exception of a few. Re-orders on most popular WCIC giveaways (such as key chains, pens, note pads, eyeglass band, hats, towels and sunscreen) have been completed include a couple new items to give out. Bettis told the board a success story with regards to the WCIC giveaways. A gentleman from New Mexico called the office and informed me that he visited Wood County last summer to attend the High School Fishing tournament at Lake Fork. He stopped by the WCIC booth and picked up several of giveaways. When he returned home, a few of his fishing buddies (5 or so) loved the items and were intrigued with the stories of Lake Fork that they booked a trip that fall. The fishermen fell in love with the lake and decided to book a week stay for themselves along with 10 other fishermen during Spring Break (this year). On Monday, March 26 I met with the gentleman from New Mexico and gave him 'goody bags' for his fellow visiting fishermen. WCIC received a wonderfully kind thank you from the fishermen and they noted they can't wait to come back! Bettis reminded everyone to help spread the word of the available HOT funds. WCIC is accepting applications for HOT Fund projects from now until May 11. Applications and guidelines can be found on our website or the WCIC office. Interested parties may also contact the WCIC office and I will be more than happy to email a copy of the application and guidelines. ETCOG its annual Board of Directors meeting and Presentation of regional awards on March 22 at the Silver Spur Resort in Canton. Bettis invited newly elected County Judge Lucy Hebron to attend the event as Wood County works very close with ETCOG and it's always good to see support from our county officials. Several awards

were given away including Regional First Responder of the Year, Regional Citizen of the Year, Regional Committee Service Award, Regional Corporate Citizen of the Year and others. Great turnout, Wood County was well represented with other officials in attendance.

Also, ETCOG hosts two meetings a year: the awards reception in the Spring followed by the budget/financials meeting in the Fall. Locations are selected within the 14-county region and done so in alphabetical order. With that note, Wood County will be the official host for the September meeting. ETCOG representatives will look at various site locations in the county and determine a location, time and date. Also, ETCOG has been working to pursue solutions to businesses' needs broadband for the East Texas Region since 2009. These efforts culminated in the submission of a Regional Broadband Planning Grant request to the Economic Development Administration in 2017. While their application was not selected for funding last year, EDA officials expressed interest in their proposal and asked us to resubmit the application with some suggested revisions during this current fiscal year. Attended a meeting hosted by ETCOG to discuss the next steps with the broadband grant application. The primary purpose of the meeting was to solicit input from the regions EDC leaders and other business stakeholders so that we can complete and resubmit the revised application. To facilitate that process, we were all asked to complete a brief survey to determine the economic impact (loss) to our 14-county region as a result of inadequate broadband infrastructure. ETCOG will compile the results of the survey and then we will discuss the results as well as review our strategy and approach to securing the planning grant; and more importantly how that will result in actual business broadband needs being addressed in our region.

**Community Reports:**

*Hawkins-* School bond and board elections are scheduled for April.

*Holly Lake Ranch-* Suddenlink in communications with HLR representatives to potentially provide/offer cable and internet to residents.

*Mineola-* Showing at the Select Theater is the movie "I Can Only Imagine". The High School Band is hosting a Crawfish boil fundraiser. The Chamber will host a May Fest/Cinco de Mayo celebration downtown. The Iron Horse festival will be moved to September 28-29.

*Quitman-* On April 14 several events at the Arboretum as well as a network mixer at the Speakeasy Coffee Shop. On April 18 there will be a seminar on planting at the Arboretum. Dogwood Festival will be held the second weekend in May with a full list of activities scheduled including a beer garden. The annual candlelight vigil in observance of Child Abuse Awareness month will be held at the Governor Jim Hogg City Park from 6-7 pm. Hot dogs, hamburgers, drinks will be served along with a great guest speaker on tap. HOT Sumer Nights concert series kicks off April 28 with Billy Jo Sulle performing.

*Winnsboro-* Arts and Crafts auction Saturday at the Winnsboro Center of the Arts. The Wood County Junior Livestock Show kicks off Friday and Saturday.

*Yantis-* The Dollar General is undergoing a remodel. Also the annual Catfish Tournament will be held May 5-6 at the Minnow Bucket.

2. **Next Meeting** The next meeting will be held Thursday, May 3, 2018 in Golden. The location of the meeting will be determined and announced later this month.

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Kiki Bettis, Executive Director