

WOOD COUNTY INDUSTRIAL COMMISSION

January 10, 2019

Regular Meeting Minutes
First United Methodist Church
Quitman, Texas**Members Present:**

Theresa Margos	Dan Kirk	Ken Donahue	Dana Donahue
Robby Fair	Martha Scroggins	Ben Hudman	Lowe Ann Elliott
Gerald Elliott	Allene Doggett	Shelly Ogle	Neal Duncan
Jim Berry	JR Simpson	Miste Davis	Pat Hamlett
Sam Scroggins			

Members Not Present:

Charles Mazarakes Chris Flournoy Joanne Wisdom

Others Present: Executive Director Kiki Bettis; County Tax Assessor/Collector Carol Taylor; Hotel Lodging Representative Vic Savelli; Media, Zak Wellerman, Wood County Monitor; and guest Jayne Lankford .

1. **Call To Order/Welcome:** Chairman Gerald Elliott called the meeting to order at 6:30 p.m. and opened with a 'Thank You' to the First United Methodist Church for allowing the directors usage of the classroom to conduct their monthly board meetings followed by the invocation.
2. **Consent Agenda:** A motion was made by Martha Scroggins and seconded by Neal Duncan to approve the consent agenda which included the minutes from the December 6, 2018 meeting and financial report for the month of December, as presented. Motion carried- unanimously.
3. **All Outdoors TV-Honey Hole Sponsorship:** Chairman Elliott presented a sponsorship proposal for advertising with the All Outdoors TV network which will feature Lake Fork and Wood County during a segment on the 'Honey Hole' program. The network will produce a 30-second spot commercial to run in the show as well as receive segment logo placement in all 26 episodes to air in Q3/Q4 of 2019 on Fox Sports Southwest including episodes on 'Video on Demand' and one show will be featured on Lake Fork. The Quitman Economic Development Corporation has asked if the Industrial Commission would consider a partnership and share the expense as the total cost for this sponsorship is \$12,500. A motion was made by Dana Donahue and seconded by Ben Hudman to approve the sponsorship proposal with the All Outdoors TV-Honey Hole show and split the cost with the QDC in the amount of \$6,000. Motion carried-unanimously.
4. **Board Training Proposal:** The board members were presented with a board training proposal from Opportunity Strategies. There were various options within the proposal however Bettis recommended the one day training session at the cost of \$1,497. The training session, taught by Alysia Cook, would include economic development and tourism development training for the board members. A motion was made by Lowe Ann Elliott and seconded by Neal Duncan to table the item for further review. The motion failed with a vote of 12 against and 4 in favor. Further discussion on the board training proposal commenced with conversations surrounding the topics of the session which would include the board's roles and responsibilities, best practices from other economic development and tourism organization, business attraction, existing business retention and expansion, working with small business entrepreneurs, workforce development, marketing, infrastructure, etc. A motion was made by Neal Duncan and seconded by Shelly Ogle to purchase (Option 1) the one-day training session at the fee of \$1,497. Motion carried-unanimously. Bettis will contact Cook to verify available dates and times for the training session and update the board at the next meeting.
5. **Comprehensive/Strategic Planning Proposal:** The board members were presented with a separate proposal from Opportunity Strategies with regards to a comprehensive and strategic planning session. The proposal featured four different training options including strategic and comprehensive planning, business retention and expansion and retail development strategies as well as options for the training to be conducted in either a one—day or two-day session. The

workshop session would include goal development, strategy development, key performance indicators, actions/steps and timetables. Following some discussion over the various options, the board decided not to take any action on the comprehensive/strategic planning proposals at this time.

6. **Hotel Occupancy Tax Collections:** Allene Doggett requested the board members review the present procedure for collecting the county's delinquent Hotel Occupancy Taxes and discuss options for collecting those outstanding taxes to be presented to the County Judge for consideration. Wood County Tax Assessor/Collector Carol Taylor attended the meeting to explain the official procedure, which is mandated by the state legislation, for collecting hotel/motel taxes. Taylor said it is the lodging establishment owner's responsibility to pay the county and state taxes based off their receipts. Concerns of some establishments not paying the county hotel occupancy tax has been an issue for several years and county officials have been working to rectify the situation. Taylor also explained that hotel receipts are no longer shared publicly and tax assessors must make an open records request to the State Comptroller's Office in order to obtain the information. Taylor assured the board members that she and Bettis will continue working together to find what lodging establishments should be paying the county hotel taxes by determining who is paying the state taxes to the comptroller. Letters have and will again be issued to notify those hotel owners how much they should be paying to the county. Delinquent remittances will continue to be turned over to the Wood County District Attorney's Office. No action was taken on the matter.
7. **Chairman's Report:** Chairman Elliott expressed his gratitude to the First United Methodist Church for allowing the board to meet at their establishment. Church officials have authorized the use of the facility to the board until January 2020 at which the board will then need to renew their commitment agreement.
8. **Executive Director's Report:** Bettis briefed the board on the status of the bylaw amendments that were approved at the December WCIC meeting in regards to the mission and vision statements, absenteeism and reduction of membership. The Wood County Commissioners tabled the amendments after the cities of Mineola and Winnsboro voiced their concerns about the proposed reduction in the number of board representatives. Both cities conveyed that as the two larger towns in the county they should have more representation on the WCIC board. The bylaw amendment proposed reducing the number of representatives from three to two for each of the cities. Bettis met with County Judge Lucy Hebron earlier in the week and was told the amendments could possibly be back on the court agenda around then end of the month. Neal Duncan stated that Mineola Mayor Kevin White asked that they bylaw amendments be tabled until all of the mayor's have had a chance to meet and discuss the proposed changes. Chairman Elliott reiterated that a smaller board would perform more efficiently and be more effective while not diminishing any community's voice. Martha Scroggins told the board that Quitman Mayor David Dobbs agrees with having equal representation for each community and thinks it would be a good idea for the mayors to meet. A mayor's meeting is scheduled for January 28.
9. **Community Reports:**
 - Alba-* Brothers Burgers food truck has set up downtown and the city is looking to bring more food trucks to the area. Alba-Golden students have formed a mountain bikers club at the high school campus. Representatives from the Lake Fork Chamber attended the boat show in Kansas and St. Louis recently.
 - Hawkins-* City officials are considering hiring someone to oversee the economic development corporation.
 - Holly Lake Ranch-* Roadwork underway in Section 6.
 - Mineola-* Showing at the Select Theater this weekend is the movie 'Bumblee' followed by the showing of 'Mary Poppins'. The Lake Country Symphonic band's new season is about to officially kick off. Schedule of performances are listed on the Lake Country Playhouse website. The official unveiling of the new mural downtown, located near Factory Connection retail shop, will be held Saturday with special ribbon cutting beginning at 1 p.m. A Mountain Bike (E150) Race will be held at the Nature Preserve on Sunday kicking off at 1 p.m.

Quitman- The Shops at 107, a new retail business on the downtown square, will officially be open in two weeks. The shop is home to more than one vendor and all of the merchandise is new and unique. Owners of Verona's Italian Restaurant, located on FM 17 near Alba, have purchased the Country Kitchen establishment and will be opening a second location. The former Grant's Restaurant, located on Hwy 37 just south of Quitman, is also being considered for purchase.

Winnsboro- The annual Chamber of Commerce banquet will be held in February. Annie Mae's has officially opened a second location in downtown. A new book store called 'Heroes & Comics' have officially opened its doors and are located on Elm Street. O'Reily Auto Parts will soon open a new establishment in Winnsboro to be located across from Dairy Queen.

Yantis- Work continues on the city's water meter upgrading project. Yantis schools will celebrate Homecoming festivities beginning tomorrow. The Yantis Community Chronicle newspaper is putting together a new magazine entitled 'The Fence Post' highlighting Wood County. The magazine will also be available on a mobile app. City officials are considering establishing an economic development corporation.

10. **Meeting adjourned:** A motion was made by Ben Hudman and seconded by Theresa Margos to adjourn the meeting. Motion carried-unanimously. Meeting at 7:49 p.m.



Kiki Bettis, Executive Director