

WOOD COUNTY INDUSTRIAL COMMISSION

April 11, 2019

Workshop Recap

First United Methodist Church

Quitman, Texas

Members Present:

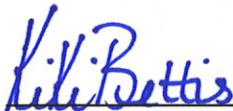
Martha Scroggins	Dana Donahue	Neal Duncan	Joanne Wisdom
Sam Scroggins	Allene Doggett	Pat Hamlett	Robby Fair
Dan Kirk	Ben Hudman	Miste Davis	

Members Not Present:

Chris Flournoy	Ken Donahue	Theresa Margos	JR Simpson
Isaac Allen	Jim Berry	Gerald Elliott	Lowe Ann Elliott

Others Present: Executive Director Kiki Bettis; and guest, Quitman City Administrator Rodney Kieke.

- Welcome/Introduction:** The workshop started with Bettis welcoming the board members along with new Administrator for the City of Quitman Rodney Kieke followed by the introduction of facilitator Alysia Cook with Opportunity Strategies. Her specific skills include professional facilitation including chamber of commerce and economic development organization board retreats and community strategic planning sessions. She has designed and presented hundreds of training programs for economic development groups, tourism organizations, chambers of commerce, downtowns, elected officials, community leaders, adult and youth leadership groups and volunteers. She is skilled at helping community development organizations create deeper board and staff engagement and develop meaningful goals and the implementation guides to help them actually achieve those goals. She currently serves as a curriculum developer and instructor at the Texas Basic Economic Development Course and has for 15 years. She serves on the faculty of the U.S. Chamber of Commerce Institute for Organization Management and the Community Development Institute. She is a member of the Texas Economic Development Council, the Texas Chamber of Commerce Executives, the Association of Chamber of Commerce Executives and serves on the board of directors of the Texas Downtown Association. She has completed the Program on Negotiation for Senior Executives at Harvard Law School and earned her Professional Community & Economic Developer certification from the Community Development Council.
- Workshop Overview:** Cook began the workshop with an overview of the economic development process as a whole then engaged in an interactive discussion with the board members to gain their insight and expectations of the session as well as how to accomplish those directives. Topics included roles and responsibilities, best practices from other successful economic development organizations, business attraction/recruitment, site selection/elimination process, existing business retention & expansion (BRE), working with entrepreneurs, workforce development, physical and social infrastructure, confidentiality, project funding/clawbacks, marketing, social media/website, positioning and regional relationship building. The purpose of the workshop is to give the board members the tools they need to make effective and efficient decisions in the realm of economic development and tourism development- what it means for the county and the communities they serve- as well as all levels of the WCIC organization.
- Workshop adjourned:** The workshop concluded at 7:35 p.m. Bettis along with the board directors thanked Cook for facilitating the training and hopes to work with her in the future on a strategic/comprehensive plan.



Kiki Bettis, Executive Director

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