



**WCEDC Mission Statement: *To Improve Wood County's Quality of Life by Promoting Economic Development***

WCEDC BOARD Minutes  
WOOD COUNTY VOTING ANNEX  
200 W. Bermuda St.  
Quitman, TX 75783

Minutes of May 19, 2021 Board Meeting, at 12:00 pm

Attendees: Vic Savelli (Vice-Chair), Jim Berry, Vic Savelli, Neal Duncan, Gwen Winters, Lee Smith, Greg Hollen, and Allene Doggett. Quorum Present.

Members not present: Tom Keenan, Craig Lindholm, Tom Callan, and Commissioner Mike Simmons.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Mineola Chamber of Commerce Board Member Jim Bailey, Larry Tucker with Wood County Monitor, Amanda Duncan with Wood County Now, Tom Dunlap, Kent Huffman, Sheila Haynes with Winnsboro News, and Improvement Recommendation Program Champion Steve Straznicky.

**Call to Order**

Vice-Chairman Savelli called the meeting to order at 12:00 p.m. and established a quorum.

Citizen Comment: Public comment was given by Mr. Tom Dunlap on the topics of economic development, the potential for the creation of a business development center in Wood County, and the potential for the creation of a trades program to further develop Wood County's labor market.

Consider/Approve of March 17, 2021 & April 21, 2021 Minutes: Mr. Hollen made a motion to approve both sets of minutes as presented. 2<sup>nd</sup> by Mr. Duncan; Motion carried.

**Executive Director Report**

Mr. Trahan presented his monthly director's report to the board. Mr. Trahan highlighted the upcoming Texas Workforce Solutions Rural Set Go Employer Forum to be held in Wood County. Additionally, Mr. Trahan gave a verbal report of a meeting that he and Mr. Smith had with Dr. Lester C. Newman, President of Jarvis Christian College and other leaders at the college. Mr. Trahan outlined some of Jarvis' background, goals, and projections for the coming academic year as well as needs expressed by Jarvis leadership that dealt with economic development and broadband infrastructure. Mr. Trahan summarized the visit by thanking Ms. Winters for facilitating the meeting and expressing a great enthusiasm at Jarvis' role as a community partner to the WCEDC.

**Administration**

- Financial Report: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of April 30, 2021.
- Invoice Report: No Report.
- Fiscal Year 2021/2022 Budget Draft: Mr. Trahan presented the 2021/2022 fiscal year budget draft for both the UCC fund and the HOT fund to the WCEDC Board. Mr. Trahan went through each line item to detail changes made and projected usages to the board. Vice-Chairman Savelli asked that the executive committee review the Tourism Development line item. Mr. Hollen made a motion to accept the draft of the budgets with the understanding that the Executive Board will review further and communicate their review to the Commission. 2<sup>nd</sup> by LS; Motion carried.



### Marketing

- Marketing Committee Report: Mr. Savelli presented the marketing committee's executive summary of their marketing strategy for attracting travel and tourism to Wood County. Mr. Savelli also detailed the decision-making process that went into selecting the new logo for marketing for Wood County. Implementation steps highlighted by Mr. Savelli included improvement of Wood County's website and social media presence, the aggregation of all of Wood County's events into a single community calendar, the promotion of Wood County's new logo, tagline, and campaigns, and the needed improvement of coordination and communication across the county.

### Programs

- Bass Master Elite Tournament Review: Mr. Trahan gave the board a summary review of the 2021 Bass Master Elite at Lake Fork. The summary included, total expenditures for the WCEDC, a review of the community partnerships coordinated to produce and fundraise for the event, and the outcomes of the event including approximated attendance.
- Improvement Recommendation Program: Steve Straznicky gave a brief summary of the Improvement Recommendation Program for the guests present. Mr. Straznicky shared with the board the improvement recommendation submitted by a resident of the Clearlakes neighborhood what was resolved by Precinct 3 Commissioner Mike Simmons and received additional addressing by Quitman Mayor Randy Dunn and Quitman City Administrator Rodney Keiki. Mr. Straznicky thanked Commissioner Simmons, Mayor Dunn and Mr. Keiki for their response to the recommendation.

### Chairman's Report

Vice-Chairman Savelli asked the committee chairs for any comments that they had on ongoing WCEDC projects.

Mr. Hollen gave a brief update as the Governmental Affairs committee chair regarding the ongoing legislative session in the State legislature.

Mr. Smith gave an addendum to Mr. Trahan's director's report regarding Jarvis Christian College highlighting the institution's interest on behalf of all of their students to be involved in the local community and recommended that the board promote opportunities for their participation in community programs.

Ms. Winters gave an update as the Health and Human Services committee chair regarding a survey dealing with healthcare issues relevant to the county being created by the committee and asking board members to contribute questions to be added to the survey.

### Adjournment

Mr. Smith made a motion to adjourn the meeting at 1:05 p.m. 2<sup>nd</sup> by Mr. Hollen; Motion carried.

Approved by WCEDC Board of Directors

Date

Tom Keenan; WCEDC Board Chair

6/16/21