



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

WCEDC BOARD Minutes
THE LINKS AT LAND'S END – THE PAVILION
285 Private Road 5980
Yantis, TX 75497

Minutes of October 20, 2021 Board Meeting, at 12:00 p.m.

Attendees: Tom Keenan (Chair), Jim Berry, Gwen Winters, Lee Smith, Allene Doggett, Tom Callan, Steve Eggleston, and Steven Steele. Quorum Present.

Members not present: Commissioner Mike Simmons, Greg Hollen, Craig Lindholm.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Larry Tucker with Wood County Monitor, Sheila Haynes with Winnsboro News, Holly Lake Ranch Director of Operations Adam Ehlert.

Call to Order

Chair Keenan called the meeting to order at 12:07 p.m. and established a quorum.

Citizen Comment: None.

Consider/Approve of September 22, 2021 Minutes: Mr. Smith made a motion to approve the minutes as presented. 2nd by Ms. Doggett; Motion carried.

Executive Director Report

Mr. Trahan detailed the ongoing work by the WCEDC and Wood County Judge Lucy Hebron to establish voluntary collection agreements with online vacation rental websites. Mr. Trahan also updated the board on the planned retention site visits with XTO Energy in Hawkins, Christus Mother Frances Hospital, and UT Health Quitman. Mr. Trahan also provided Sales and Use tax revenue figures from around Wood County for October with the board along with final Hotel Occupancy tax revenue figures for the 2020-2021 fiscal year. Lastly, Mr. Trahan and Mr. Smith briefed the board on the Build Back Better grant initiative being led by UT Tyler. This is a multi-county initiative designed to create a regional medical cluster. Judge Hebron has committed Wood County as a coalition member for the initiative's project to secure engineering plans to support the installation of publicly owned fiber optic cable in Wood County. The application for Phase 1 of the grant has been submitted by UT Tyler. The WCEDC is currently waiting to learn if the initiative will be successful in Phase 1 and selected for additional consideration for Phase 2. To satisfy the proposed public ownership of the fiber optic network, the WCEDC is in discussions with Peoples Telephone Cooperative to discuss how such infrastructure could be effectively managed.

Administration

- **Financial Report:** Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of September 30, 2021.
- **Invoice Report:** No Report.



Marketing

- Web Development & Marketing Strategy Update by Steve Eggleston: Mr. Eggleston notified the board that the full page Texas Travel Guide advertisement for Wood County has been completed and submitted for inclusion in the guide. Mr. Eggleston also updated the board on planned topics for Wood County Stories for the months of November and December which would be additional content for the Wood County Website. Mr. Eggleston also briefed the board on the status of the promotional items ordered to promote Wood County including a promotional booklet to include detailed information about each community and a map of Wood County.

Programs

- Major League Fishing at Lake Fork: Mr. Trahan presented the board with an economic impact model created to estimate the impact to Wood County's economy of fishing tournaments held on Lake Fork. This model was generated in response to a request for support for a tournament to be held by Major League Fishing. The request was received from the Lake Fork Chamber of Commerce. Upon review of the impact model, Mr. Berry made a motion to approve a grant of \$10,000 to the Lake Fork Chamber of Commerce to go toward the host fee of Major League Fishing contingent upon the Lake Fork Chamber of Commerce entering into a contract with Major League Fishing to come to Lake Fork in 2022. 2nd by Mr. Steele; Motion carried.

Chairman's Report

Mr. Keenan discussed the planned activities that the WCEDC would be facilitating for the 2022 Bassmaster tournament at Lake Fork. The goal with 2022's tournament and community festival is to maximize the promotional value of the tournament while also generating buzz around the festival. Other activities being explored are a bicycle relay, a 5K run along the dam at Lake Fork, and high profile entertainment that will draw in more tournament goers.

Featured Committee Reports

Real Estate Sub-Committee:

Mr. Keenan updated the board on the activities of the Real Estate Committee. The committee has successfully facilitated the promotion of Wood County to the private residential development organization Casa Tierra who will be connecting with local private capital to pursue residential development in Wood County. With the goal of promotion completed and having conducted due diligence on the developer, the Real Estate Committee will be withdrawing from discussions with Casa Tierra.

Adjournment

Mr. Smith made a motion to adjourn the meeting at 1:00 p.m. 2nd by Mr. Callan; Motion carried.

Approved by WCEDC Board of Directors

Approval Date: November 17, 2021


Tom Keenan: WCEDC Board Chair

