



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 April 27, 2022 Board Meeting

Attendees: Tom Keenan (Chair), Gwen Winters, Stephen Eggleston, Thomas Callan, Allene Doggett, Steven Steele, Mike Simmons, Jim Berry, Lee Smith, and Craig Lindholm. Quorum Present.

Members not present: None.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present Yantis City Council Alderman Gerald Schmidt, Larry Tucker with Wood County Monitor

Call to Order

Chair Keenan called the meeting to order at 12:09 p.m. and established a quorum.

Citizen Comment: None.

Consider/Approve of March 23, 2022 Minutes: Ms. Doggett made a motion to approve the minutes as presented. 2nd by Mr. Callan, Motion carried.

Executive Director Report:

Mr. Trahan deferred the majority of his director's report to discuss the multiple projects listed as agenda items for the meeting. Mr. Trahan also pointed out that sales and use tax collections for each municipality in Wood County for the April 2022 period showed growth over last year's same period indicating strong retail sector growth for each jurisdiction.

Administration:

- Financial Reports: Mr. Trahan presented the financial summaries for the month ended March 31, 2022. Mr. Trahan highlighted that the net budget for the Economic Development Projects line item would be adjusted to reflect the additional \$25,000 that the Sabine River Authority donated to Wood County for entertainment for the Bassmaster tournament.

Programs:

- County Master Planning Initiative: Mr. Trahan shared the final term sheet to be released as a request for proposals for professional consultation services for the master planning initiative for Wood County. The term sheet is being released on April 28th and a public notice has been issued through the county's newspaper of record—the Wood County Monitor. The WCEDC has five specific planning & development firms that it will be sending the term sheet to directly for responses. Mr. Trahan also detailed the structure for responses to the term sheet as well as the planned dates for executive committee review, board review and selection, and presenting the project to the Wood County Commissioner's Court.



- Hotel Occupancy Tax Grant Program: Mr. Trahan presented proposed changes to the Hotel Occupancy Tax Grant Program that had been developed by himself and Ms. Doggett in preparation for this year's grant cycle. The proposed changes included: an adjusted grant application period set for June 15 through August 1 to allow for the county budgeting process to complete before the grant review committee convenes, implementing a waiver that all grant awardees will have to sign indemnifying Wood County from any liability involved with any events or projects funded and asserting the recipient organization's ability to repay grant funds if their project or event is unable to be completed, and offering grant awardees an option to receive half of their grant funds upon returning their signed waiver and half upon completion of their event/project. Mr. Smith made a motion to approve the changes for the grant program. 2nd by Mr. Lindholm; Motion carried.
- Wood County Health Fair: Mr. Trahan shared with the board a request from the Wood County Health Advisory Board for funds to support the upcoming Wood County Health Fair in the Park taking place on June 11. The funding request totaled \$750 and would go towards securing local entertainment for the event. Because this is an internal county event not being marketed outside of Wood County, Mr. Trahan recommended that the board consider the funding request come out of the Economic Development Projects line item for unclaimed capital credits (UCC) as UCC funds have been approved by the Texas State Comptroller for use in promoting local arts & culture. Mr. Callan made a motion to approve the \$750 funding request from the Economic Development Projects line item. 2nd by Mr. Smith; Motion carried.
- Wood County Broadband Forum: Mr. Smith made a presentation to the board regarding an upcoming public forum discussing the ongoing broadband development projects being led by the WCEDC. Mr. Smith detailed the need to host and market this forum in order to adequately communicate these projects with the community at-large. Mr. Smith asked the board to consider a \$2,500 marketing budget to be used to purchase print, radio, and social media advertising to promote the event to Wood County citizens. Mr. Steele made a motion to approve the budget as requested from the Economic Development Projects budget. 2nd by Mr. Berry; Motion carried.
- Rural, Set, Go: Boost Wood County: Mr. Trahan notified the board that Wood County would be once again partnering with East Texas Workforce Solutions to host a Rural, Set, Go: Boost networking forum in Wood County. The purpose of this forum is to connect employers, business owners, and educators with regional workforce representatives to learn about available resources and to discuss the overall status of the labor market in Wood County. Mr. Trahan asked the board to consider an advertising budget for this program in order to spur attendance for the event. Mr. Smith made a motion to approve an advertising budget of \$2,000 from the Economic Development Projects line item. 2nd by Ms. Winters; Motion carried.

Chairman's Report:

- Bassmaster Elite at Lake Fork 2022: Mr. Keenan shared the schedule of events for the 2022 Bassmaster Elite at Lake Fork with the board. Highlighted were the 5K race planned to take place on Saturday at the dam managed by the Sabine River Authority, a Fun Run Family Walk following the 5K, local musical talent Bobby Irwin performing on Saturday, and the Bellamy Brothers performing on Sunday. Mr. Keenan thanked the Quitman Pilot Club for their hard work in fundraising for the event.

Featured Committee Reports:

- Marketing Committee: Mr. Eggleston detailed the work that the marketing committee had accomplished to promote the Bassmaster tournament. Mr. Eggleston also shared with the board a quote for social media management services that the marketing committee had secured that fit within the marketing budget allocations previously approved by the board. The social media marketing firm—Marketing with Mandie—would be setting up and managing the commission's Facebook, Instagram, and LinkedIn accounts with the option to add on a YouTube account in the future once the commission built up an inventory of video content for promoting Wood County. The monthly cost of these services after set-up would be \$850.



Adjournment

Mr. Callan made a motion to adjourn the meeting at 1:10 p.m. 2nd by Mr. Simmons, Motion carried.

Approved by WCEDC Board of Directors

A handwritten signature in blue ink, which appears to read "Tom Keenan", is written over a horizontal line.

Tom Keenan; WCEDC Board Chair

Approval Date: May 25, 2022

A handwritten date "5/25/22" in blue ink is written over a horizontal line.