



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 May 25, 2022 Board Meeting

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

Members not present: Stephen Eggleston, Craig Lindholm

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Jim Bailey, Larry Tucker with Wood County Monitor, Holly Lake Ranch Director of Operations Adam Ehlert, Pam Swanner

Call to Order

Chair Keenan called the meeting to order at 12:02 p.m. and established a quorum.

Citizen Comment: Jim Bailey notified the board regarding upcoming events taking place in the Mineola area. The US Marine Corps League Golf Tournament will be taking place on September 10th at the Mineola Country Club golf course. The Corps will also be facilitating this year's Wreaths Across America program for Wood County at Roselawn Cemetery and Cedars Memorial Gardens. Lastly, the Mineola Rotary Club will be hosting an electronic recycling event at the Mineola Ministry Center on Newsom Street on July 16th from 9 a.m. to 12 p.m.

Consider/Approve of April 27, 2022 Minutes: Ms. Doggett made a motion to approve the minutes as presented. 2nd by Mr. Callan, Motion carried.

Executive Director Report:

Mr. Trahan met with Mackenzie Lyons, the new City Administrator for the City of Winnsboro in order to discuss economic planning, growth, and cooperation between WCEDC and the City of Winnsboro. The City of Winnsboro is currently looking for a new EDC Director to run the Winnsboro EDC, and Mr. Trahan has assisted the City Administrator in placing advertisements on the TEDC job board for this job opening. Mr. Trahan attended the TEDC's Economic Resilience and Recovery Workshop in Tyler on May 10th. Mr. Trahan also attended a meeting of the Northeast Texas Arts and Entertainment Cooperative, a new organization represented by members from Morris, Camp, Titus, Franklin, and Wood counties to effectively promote arts and entertainment in the northeast Texas region. This cooperative will provide additional opportunities for Wood County to promote their tourism website and events calendar.

Administration:

- **Financial Reports:** Mr. Trahan provided the board with the financial summary report for the period ending April 30, 2022. Mr. Trahan highlighted the balance sheet assets stated on the report as representative of the collective pooled cash of hotel occupancy tax revenue for the county.



- FY 2022/2023 Budget Discussion: Mr. Trahan presented the board with draft budgets for the WCEDC's unclaimed capital credit (UCC) funds and hotel occupancy tax (HOT) funds. The drafts presented included break-downs for each budget line item found under their respective funding sources. The UCC budget for the coming fiscal year is proposed at only a \$2,100 increase over the previous fiscal year. The HOT budget is proposed to increase its advertising line item by \$15,000 over the previous year in addition to a \$70,000 increase in the tourism projects line item to expand the WCEDC's local HOT grant program to accommodate tourism infrastructure projects that may be proposed from around the county. The board requested an increase in the administrative expenses line item under the HOT budget from \$6,000 to \$12,000 in order to mitigate the cost of administrative expenses charged to the UCC budget. Mr. Smith made a motion to approve the FY 2022/2023 Budget Draft with the requested change. 2nd by Mr. Steele; Motion carried.

Programs:

- County Master Planning Initiative: Mr. Trahan updated the board on the progress of the RFP for professional consultation services for the master planning initiative. The deadline for responses is May 31st, 2022. Mr. Trahan also reported to the board that the International Sustainable Resilience Center would be submitting a proposal for the master planning initiative.
- Hotel Occupancy Tax Grant Program: Mr. Trahan reminded the board that the FY 22/23 HOT Grant Program application period will be opening on June 15th and running through Aug 1st. Mr. Trahan also detailed the outreach methods that the WCEDC will be using to notify interested parties of the program's open application period including press releases through local media and direct outreach to previous year applicants and organizations that have expressed interest in the program over the year.
- Wood County Broadband Forum Recap: Mr. Smith gave the board a recap of the broadband forum hosted by the WCEDC Infrastructure committee on May 9th at the Quitman Public Library. Approximately 30 attendees participated in the forum with many taking active engagement in the Q&A segment that was facilitated by Mr. Smith and representatives from Peoples Communication. Mr. Smith also talked about the Wood County Airport being approved for fiber optic cable.
- Rural, Set, Go: Boost Wood County: Mr. Trahan reminded the board that the event will be hosted on June 7th at Instant Offices in Quitman. The WCEDC has promoted the workforce event through print advertisements in both the Wood County Monitor and Winnsboro News as well as paid advertisements through the WCEDC's social media pages.

Chairman's Report:

- Bassmaster Elite at Lake Fork 2022 Recap: Mr. Keenan mentioned approximately 3,000 people attended this year's Bassmaster Elite at Lake Fork. Activities throughout the two days included the 5k run over the dam, a Family Walk following the 5k, entertainment by Bobby Irwin on Saturday and the Bellamy Brothers on Sunday. The event featured video advertisements made in part by the WCEDC to promote tourism within Wood County which were broadcasted on FOX Sports as well as Bassmasters livestreaming channels.

Featured Committee Reports – Additional Reports as Needed:

- Public Safety (Additional Report): In response to the tragedy that took place in Uvalde, Texas, Mr. Callan expressed his intent to reach out to all local Wood County ISDs to discuss school safety protocols and security measures. Mr. Callan stated this will not be an audit of local ISDs, but a series of conversations with educational leadership regarding recent events and how it affects Wood County.



Adjournment

Mr. Callan made a motion to adjourn the meeting at 1:09 p.m. 2nd by Ms. Doggett, Motion carried.

Approved by WCEDC Board of Directors


Tom Keenan; WCEDC Board Chair

Approval Date: June 22, 2022


