



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

WCEDC BOARD Minutes
LAKE FORK MARINA – THE TEXAS LODGE
2785 County Road 1558
Alba, TX 75410

Minutes of November 17, 2021 Board Meeting, at 12:00 p.m.

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

Members not present: Commissioner Mike Simmons, Allene Doggett, Tom Callan, Craig Lindholm.

Staff Present: Christophe Trahan; WCEDC Executive Director

Others Present: Larry Tucker with Wood County Monitor

Call to Order

Chair Keenan called the meeting to order at 12:14 p.m. and established a quorum.

Citizen Comment: None.

Consider/Approve of October 20, 2021 Minutes: Mr. Smith made a motion to approve the minutes as presented. 2nd by Mr. Hollen; Motion carried.

Executive Director Report

Mr. Trahan briefed the board regarding a two-day visioning workshop that he attended in the city of Quitman. The workshop was organized by a group of local constituents and civic leaders with the goal of pursuing the expansion of healthcare services in Wood County. Mr. Trahan also shared with the board Sales and Use tax figures for Wood County that are indicating strong retail sector growth into the new fiscal year and the first month of hotel occupancy tax collections that fell 2.5% short of collections for the same period last year.

Administration

- Financial Report: Mr. Berry presented the WCEDC Board with a Financial Summary of the General Fund and HOT fund budgets as of October 31, 2021.
- Invoice Report: No Report.

Programs

- Bassmasters & MLF Tournaments at Lake Fork: Mr. Keenan updated the board on the planning process for the Bassmaster 2022 tournament. Entertainment has been booked and includes Bobby Irwin to perform on Saturday while a headliner who will be publically announced at a later date will perform Sunday. Mr. Keenan outlined the planning group's intentions to work with Mr. Eggleston on an overall marketing strategy to implement in coordination with B.A.S.S. LLC's marketing efforts. Mr. Keenan also advised that the Lake Fork Chamber of Commerce was awaiting a contract for the MLF tournament to be held in February of 2022 that the board had committed to support at their October meeting.



- ETCOG Broadband Initiative: Mr. Trahan updated the board on the initiative that the WCEDC is working with the East Texas Council of Governments on to expand broadband infrastructure in Wood County. The two projects being pursued under this program are fiber deployment and public WIFI access for downtown Hawkins and the construction and deployment of a network of towers around Wood County to expand access to wireless internet service providers and possibly expand cellular coverage around the county as well. WCEDC and ETCOG staff are coordinating meetings with Hawkins leadership and with Peoples Telephone Cooperative to begin developing implementation strategies for both projects.
- Business Retention Site Visitation Program: Mr. Trahan gave the board comprehensive updates on all of the retention site visits conducted so far in Q4 2021. The visits conducted thus far have been with XTO Energy in Hawkins, Christus Trinity Mother Frances hospital in Winnsboro, and UT Health in Quitman. Mr. Trahan detailed the needs outlined by each business entity that were discussed in each visit and some of the solutions that the WCEDC has facilitated thus far including facilitating a community liaison meeting between XTO and the City of Hawkins and community outreach assistance rendered to UT Quitman to assist with their recruitment efforts. Planned meetings for the remainder of Q4 include Ozarka/Nestle in Hawkins, Keller Creamery in Winnsboro, and Alba/Golden ISD.

Chairman's Report

- Proposed Board Rotation: Mr. Keenan shared a proposed rotation schedule for the twelve seats on the WCEDC board that Judge Hebron had asked him to devise so that no more than 2 board members' terms expire at a given time. Mr. Keenan had acquired the judge's approval for the rotation schedule and was seeking a motion from the board to approve it as presented.

Mr. Smith made a motion to accept the board rotation schedule as presented by Mr. Keenan. 2nd by Mr. Hollen; Motion carried.

Featured Committee Reports

- Health & Human Services Committee: Ms. Winters briefed the board regarding a survey that the Health and Human Services committee will be circulating to the board members in the month of December before distributing out county-wide to determine indicators for health outcomes in Wood County.
- Marketing Committee: Mr. Eggleston gave the board updates on the different initiatives being overseen by the marketing committee. Promotional items developed and received to date include branded T-shirts, polo shirts, and windbreakers with additional promotional items that have been ordered still being developed. Mr. Eggleston also updated the board regarding the promotional booklet being developed for Wood County anticipated to be completed by the end of the year.

Adjournment

Mr. Steele made a motion to adjourn the meeting at 1:01 p.m. 2nd by Ms. Winters; Motion carried.

Approved by WCEDC Board of Directors

Approval Date: December 15, 2021

Tom Keenan; WCEDC Board Chair